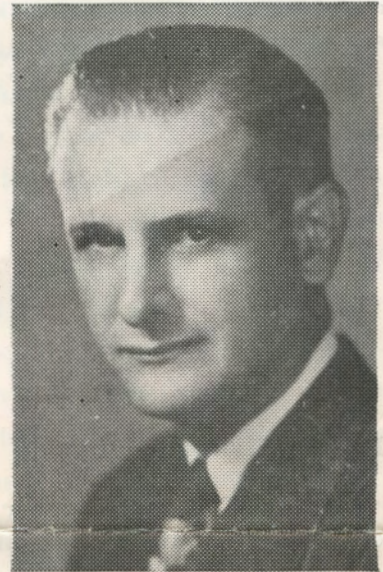


**NOMINATE AND ELECT**

**ROBERT**

**BLAKE**

**MAYOR**



**The Candidate Whose Record PROVES  
That He Will Serve The PEOPLE And  
Not The Politicians.**

**Read Inside What Former Mayor Joseph  
B. O'Keefe Says About BLAKE'S Record  
As An Elected Official In His Endorsement  
Of BLAKE'S Candidacy.**

Signed: DONALD SHAW, Chairman,  
3 Southwick Road



OFFICE PHONE JEFFERSON 1-1342

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**JOSEPH B. O'KEEFE**

ATTORNEY AT LAW

ROOM 1

9 MAIN STREET, PEABODY, MASS.

September 15, 1961

Fellow Citizens of Peabody

On Tuesday, October 3rd, you are to nominate two candidates for Mayor of our City, and on November 7th to elect one of the two, to serve as your Mayor for the next two years.

There are to be several candidates running for Mayor, some of whom have records as elected officials, and others who are running for office for the first time. Among the candidates having public records is Robert Blake, former Councillor-at-Large.

Perhaps it will be remembered that I served as Mayor of Peabody from 1939 through 1945. During my administration many vital issues concerning the taxpayer's interest were debated in the City Council; chiefly the program of economy, inaugurated by me as Chief Executive during the great depression and the war years. In order to put this program of economy into effect, I needed the support of a majority of the City Council. My recommendations were vigorously opposed by the politicians both in and outside the City Council, and on most every issue, terrific pressure was brought to bear upon the majority of that legislative body. In many instances it required great courage to battle the powerful forces of the opposition. Bob Blake was one of the leaders in the Council, who stood up time after time in debate, taking positive action to serve the people's interests in the face of much abuse by the political forces who were constantly at work, trying to sabotage my administrative progress. As a result of his unswerving loyalty, courage and outstanding leadership working together with other men in the Council, we were able to reduce the City's tax rate and its bonded debt.

This kind of leadership is needed again, during the next two years in the Mayor's office.

I feel that Mr. Blake is well qualified to manage our City's affairs; that they will be managed for the benefit of the people, and that he has the courage and the fight to resist the efforts of the few who are interested only in how much they can get out of the City Treasury. His record bears out my conviction that he will do this.

Because of my personal knowledge of Robert Blake's courage and his dedication to the taxpayer's interest, I intend to cast my vote for him on primary day.

Sincerely yours,

*Joseph B. O'Keefe*

60 Felton St., Peabody, Mass.



To the tax payers of Peabody, I would like to refresh the memory of those who have known me over the years, and also introduce, and acquaint myself to the new citizens of Peabody. I am Robert Blake, your candidate for mayor. I live with my wife, and children, in a modest home at 151 Andover street. I am a life time resident of our city and have always had a very real interest in our city government. I have served in the city government, as Councillor-At-Large, for six years, and with your indulgence, I will proudly relate a part of my record of service further on in this announcement. I also served as assistant Veterans Administrator for approximately eight months, at which time I resigned, as I felt that this position was a complete waste of the tax payers' money, as there was only enough work for the Veterans Administrator and his clerk. I am of course a veteran of world war two and a member of Post 1011, Veterans of Foreign Wars. I am also a member of Army Navy Post American Legion, and a member of Local 33, International Leather Workers Union, AFL-CIO, I am at the present time on leave of absence from the A. C. Lawrence Leather Company. I have always been interested in the children of Peabody and have taken an active part in the Little League since its inception ten years ago. I am at the present time manager of the National League Cardinals. I also was one of the originators of the Peabody High School Football Boosters Club.

Now let me acquaint you with my past record as your city councillor, but before I do, I know you will all agree that what this city of ours needs in a Mayor, is a man who has the courage, honesty, integrity and last of all, but by far the least, the guts to do the job that MUST be done. I do not believe that you can find a man or woman in our city that knows me and knows my record, that will not agree that Bob Blake is honest, sincere, and has the guts to do the job.

I was all alone for one year and a half while on the city council in the fight, and it was a fight, to get a shopping center in the city of Peabody. I was the only councillor at that time who had the foresight to foresee that the leather shops would gradually be moving out of Peabody. I realized that our city must have new places of employment and new taxable property to take their place, in order to progress, and guarantee employment, and a reasonable tax rate for our citizens. It was I, Robert Blake, and Robert Blake alone who finally succeeded in having a referendum placed on the ballot, and the citizens of Peabody at that time voted seven to one in favor of a shopping center.

I was the father of the Peabody Electric Light Commission. My reason for this Commission at the time and still is, was to take the revenue to the Light Plant, out of the clutches of the Politicians and place it in the hands of an elected commission, by the people, for the purposes of more efficiently operating our light plan and thereby keeping our rates the lowest in the state, which to this date they are.

Many of you will remember the intolerable situation that existed at our so called Poor Farm while I was on the council. I will not mention names, but I can tell you that I personally investigated the complaints of the conditions, and found an almost unbelievable situation of mismanagement and brutality. I brought the situation before the council and got results.

I had the foresight to realize that West Peabody would be our future development area and fought for years to have water piped to the West Peabody sector, primarily Lake, Winona and Birch streets and to make the cycle to Russell street to Carter's farm. This would have formed a trunk and which if I had been successful would have saved our tax payers many, many thousands of dollars



not to mention the inconvenience over the years of the older tax payers and of late you new tax payers in Peabody.

Now if I am elected your Mayor, I will:

1. Stop all mass construction of homes, especially in West Peabody. I will do this until such time that the planning board and the city council, sitting with myself, with the assistance of the City Solicitor, shall draw up a carefully scheduled plan for the future development of our city.

2. I will do all in my power to cooperate with the school committee and the school teachers union to insure that there are no more appointments of political plums made especially for relatives of members of the school committee or any one else. It is my firm belief that all appointments should come from the top of the civil service list.

3. I will work in close cooperation with the parent teachers association, the superintendent of schools, the school committee, and anyone else, to raise the educational standards of our schools and to insure proper transportation and safety for our school children.

4. I promise to select and appoint the top man or woman on the civil service list for such positions as: Police, Firemen, Custodians, etc.

5. I will eliminate all the unnecessary jobs that are rampant in our city at the present time, and have been for the past fifteen years, which will save the tax payers thousands of dollars.

6. I will do all in my power to bring the two factions at the J. B. Thomas Hospital together so that the way will be cleared to have a first rate hospital which our city desperately needs.

7. I will work with the city council and the various department heads as a team in order to plan and meet in advance the future needs and requirements of our city.

8. I will appropriate sufficient money each year, out of current revenue to pay for ordinary water extensions and street paving. This will eliminate bond orders and save thousands of dollars each year on interest payments.

9. I will hire competent architects for all major projects, to prepare honest specifications, thereby saving countless thousands of dollars through the elimination of bids rigged in favor of special political contractors.

10. I will exercise moral honesty and integrity in spending your tax dollar.

This is a minimum program. There are many other phases of our city government which are too numerous to mention here, but in the next few weeks I will touch on as many of them as time will permit.

For honesty in Government,

ROBERT BLAKE

Your candidate for Mayor.